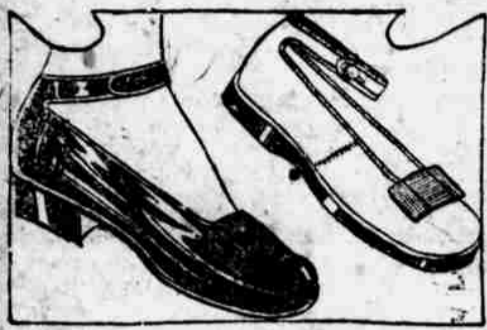


Brandeis Stores Economy Center of Omaha **Basement** Brandeis Stores Economy Center of Omaha

Take the Sale of Silk Dresses for a good example of the way this Basement can serve you and save for you these days. It is the headquarters for excellent style, practical wear, in many instances copied from higher priced models—and it is also headquarters for everything else that you need that can be purchased at a moderate price. THE ECONOMY CENTER OF OMAHA.

Shop in this Big Basement with the most modest amount of money to spend, and you will be surprised to find, at the end of the day, that it has bought ever so much more than you anticipated. Right now this Basement is performing a service that is being appreciated by thousands and thousands of women who want to spend but little with no sacrifice of quality.



Mary Jane Pumps

In Wide Variety
Just now you are looking for Children's Footwear. We have a splendid line at low prices.

Patent Colt, Dull Leather and White Canvas Hand-Turned and McKay Sewed Soles, Wedges or Spring Heel, wide or medium toe, ankle strap made up for good wear, for Friday and Saturday; sizes 2 to 5 at 98c a pair; sizes 6 to 8 at \$1.39 a pair; sizes 8 1/2 to 11 at \$1.95; sizes 11 1/2 to 2 at \$2.45

1,000 Pairs Barefoot Sandals at \$1.25

Boys' or Girls' Heavy Tan or Black stitch down sole, leather and rubber, buckle or Mary Jane style; sizes 5 to 8, 8 1/2 to 11 and 11 1/2 to 2.

500 Pairs Women's Pumps at \$1.95

Wonderful assortment of good wearing Pumps in hand-welted sole, leather, Cuban or low heel, every pair made up to sell from \$3.40 and up to \$6.00; price stamped on bottom; broken lot but good; sizes from 2 1/2 to 7.

Women's Boudoir Slippers at 59c a Pair

Pink, blue, red, black, white or brown cloth, pom pom toe, cork fitted sole, no heel; Friday only; sizes 2 1/2 to 8.

Basement



Hundreds of Silk Dresses In Very Dainty Styles

\$8.88

Not one in the lot worth less than \$10

Many values up to \$17.50

PICTURE TO YOURSELF some of the prettiest little Silk and Satin Dresses that you have seen in many a day at anything like this price, then come here on Friday prepared to buy liberally. These Dresses are all crisp and new, in dozens of styles—

At \$8.88 Each

They are certainly wonderful value, and you will do well to make up your mind to get two if you had a thought of one, or three if you had two in mind.

Many different kinds of pretty silks, plain and fancy styles—the newest combinations of Crepe de Chine, in black and colors; heavy Taffetas in black and colors, Fancy Foulards, Plaids and Taffetas in Stripes; also heavy Satin.

In other words, you never saw such a fine array of materials, or such good styles to sell for such little money.

New fancy collars; many prettily embroidered and trimmed with beading. Many of the Dresses have Georgette sleeves.



As a matter of fact, this price in some instances barely covers the cost of materials.

Many are samples. All sizes and colors.

Basement.

Basement "Gift Shop" Offers Little Priced Jewelry

Fine for birthday gifts. All charming little pieces, at lowest prices.

- Sterling Silver Baby Locket and Chain, locket engraved "Baby" and stamped sterling silver, regular price \$1.00, special, complete, at 69c
- Solid Leather Hand Purses, navy blue, brown, black and green, remarkable values, worth \$1.00, special, at 59c
- One Lot Fancy Earrings inlaid with pearls, 10 styles to choose from, regularly \$1.00, special, at 59c
- Men's Gold Plated Collar Button Sets, four in set. Leaver or solid tops, pearl backs, warranted to wear, set of four, at 15c
- Fine Imitation Cameos in Stamped Sterling Frames, plain and filigree. Regular price \$1.00, sale price 69c
- One Bargain Square Odd Pieces of Jewelry, bar pins, beauty pins, cuff links, tie pins, etc., special, at 10c
- Soft Collar Pins for men and women, Bar Pins, Brooches. All included.

Basement

Domestics at Low Prices

- Mill Remnants Dress and Wrapper Percale, assorted light and dark colors, long serviceable lengths; at, yard 14 1/2c
- Mill Remnants Fine Dress Gingham, plaids, checks and stripes, for misses' and children's dresses, etc., very special, yard 22c
- Fine White India Linon and White Lawn, unusually sheer and crisp, for ladies' and misses' waists, aprons, etc.; regular 25c value, at, a yard 19c
- 32-inch Panama Suiting with neat woven colored stripes, very desirable for boys' and girls' suits, dresses, rompers, etc. A good 29c value, at 19c
- 36-inch Bookfold Dress and Wrapper Percale in a variety of new patterns and colors. A splendid 30c value, Friday, at 25c
- Mill Remnants Bleached Muslin, assorted widths and qualities; while the lot lasts Friday, 7 1/2c
- Mill Remnants Fine Colored Yarn Voile in a variety of neat cluster and stripe effects for making Summer dresses and waists. Values to 40c; special, at 19c
- Fancy White Skirting in a splendid range of new weaves and figures for cutting suits, sport suits and skirts. Positively worth 65c; special, a yard, at 29c

Basement

Special Mid-Season Wall Paper Sale

Included in our special assortment are papers we cannot duplicate from factories. All of these patterns, of which we have less than 100 rolls, are priced regardless of cost.

Papers Suitable for Bed Rooms, Halls and Kitchens. This season's most popular designs and colors, with both wide or narrow borders; special, at 6 1/2c

Papers Suitable for Bed Rooms, in novelty stripes, chintz and floral effects. Also others for Halls and Living Rooms; cut out borders; special, per roll 9 1/2c

30-inch Plain Oatmeal Papers, at 12 1/2c

This is an exceptional offer—the latest shades in every popular color; with an unlimited assortment of cut out borders to match.

Papers Suitable for Dining Rooms, Halls and Living Rooms. Shadow stripes, allover patterns in blanks and gills, fabric effects and light tapestries. Sold with binders and cut out borders to match; special, at 14c

Basement

Soaps and Cleaners



10 bars Diamond C Soap, for 38c

10 bars Pearl White Soap, for 42c

Large Pkg. Golden Rod Borax Naptha Washing Powder 19c

Britt's Powdered Ammonia, an extra large pkg. of extra strong powdered ammonia, per pkg. 7c

No Phone or C. O. D. Orders Accepted—Basement.

Notions

- Extra Strong Safety Pins, 7 cards for 25c
- Rust Proof Dress Clips, 7 cards for 25c
- Shell Hair Pins, all sizes, each, 1c
- O. N. T. Crochet Thread, ball, 7c
- 200-Yard Spools of Basting Thread, 8 spools for 25c
- J. O. King's Thread, 8 spools, 25c
- American Maid Thread, ball, 7c
- Rust Proof Hooks and Eyes, 7 cards for 25c
- Stocking Feet, all sizes, pair, 5c
- Inside Skirt Bolting, large pieces, at 2c
- Black and White Elastic, piece, 5c
- Red Cross Knitting Cotton, ball, 6c
- San Silk, 6 spools for 25c
- One Big Lot of Slightly Soiled Rick Rack, Bias Tapes and Other Tapes, to close out, at, a bolt, 2c
- Darning Cotton, black only, spool 1c

Basement

Knit Underwear

- Women's Cotton Sleeveless Union Suits, lace trimmed knee, plain and fancy lace yoke, all sizes, each 50c
- Women's Cotton Sleeveless Vests, all sizes, each 15c
- Children's Knit Waist Union Suits in sizes 2 to 12. A good strong suit, at, each 59c
- Boys' Nainsook Union Suits with elastic band in back, in sizes 24 to 34, at, each 39c

Hosiery

- Women's Fiber Silk Boot Hosiery with double soles and lisle garter tops, in black and white; at, a pair 39c
- Men's Cotton and Lisle Seamless Socks in black and colors, at, a pair 19c
- Women's Cotton Hosiery, black and white; at, a pair 15c
- Children's Cotton Hosiery, black and white, sizes 5 to 9 1/2; at, a pair 19c

Basement

Draperies

- One Table of Salesmen's Curtain Samples, slightly soiled, each, 25c
- 50 Pieces of Drapery Madras, 31 inches wide, green and brown, only, a yard 35c
- One Big Counter of Curtain Remnants, desirable lengths, special, at a yard 10c
- Remnants of Fancy Bordered Serims, lengths 2 to 10 yards, special, a yard 8 1/2c
- One Big Table of Plain and Colored Net Ends, special, each 12 1/2c
- Voiles, Serims and Curtain Madras, values to 29c yard, special 19c

Basement

Sun Bonnets

- Women's and Children's Gingham and Percale Washable Sun Hats and Bonnets in pink, blue, cadet and pink check, blue check and black and white check. Your choice, at, each 35c

Basement



300 New Trimmed Hats \$3.45

Just think of getting right-up-to-the-minute styles, in scores of different effects, at this low price, right at the beginning of the season. This Basement Millinery fills the needs of the woman of moderate means with smart Millinery at the lowest prices, and because we made a good purchase of these Hats and obtained a marked concession, we are going to sell them at a price that will permit everyone to get one.

Black and White Milans with satin facing trimmed with flowers, ribbons, wings and ostrich, in large and medium shapes; very special Friday, at \$3.45



New Shipment of Banded Sailors for mid-summer wear, in White Milans and Japanese Panamas, in many styles and shapes; hats worth to \$3.50; special, at \$1.95



Basement

Corsets

During our Annual May Sale of Corsets you can buy Corsets in both back and front laced styles at greatly reduced prices.



American Lady Corset, laced-in-front styles, low top, long hip, with wide band of elastic in back; sizes 19 to 30, at \$1.50

Brandeis Special, in pink, broche, low top, long hip, with elastic gore in front \$2.00

Athletic Girdle; hooks in front, with wide elastic sections over hip, very low, sizes 21 to 30, at \$1.00

Brassieres; lace and embroidery trimmed styles, well made, hook in front; at 25c

Basement

Congoleum Rugs

Congoleum Rugs will solve your floor covering problem. The increasing cost of raw materials has forced the advance on Congoleum Rugs rapidly. We were fortunate in having bought a large stock of all sizes before the advance in prices.

- We have Congoleum Rugs in a large assortment of pretty patterns and sizes.
- 3x4 1/2 feet, at, each \$1.39
- 3x6 feet, at, each \$1.69
- 4 1/2 x 6 1/2 feet, at, each \$1.98
- 6x9 feet, at, each \$2.48
- 4 1/2 x 9 feet, at, each \$2.49
- 8x10 feet, at, each \$10.50
- 9x12 feet, at, each \$11.50

Basement

Towels at 12 1/2c

About 200 dozen Huck or Turkish Towels, hemmed ends, plain white or fancy borders special, each, at 12 1/2c

50c Towels at 39c

One lot of Fancy Turkish Towels, hemmed ends (slight mill imperfections), large size, each 39c

Napkins at 12 1/2c

This is the mercerized kind, hemmed ends, ready to use, 18x18 inches, each 12 1/2c

Table Damask at 59c

About 50 pieces of a linen finished Damask, all very pretty patterns, 38 inches wide, weaving quality unexcelled; special, a yard 59c

Basement

Don't Fail to Visit This Big Men's and Boys' Clothes Section

Men's Clothing

Men's Trousers; hundreds to choose from in our big assortment of neat patterns in plain blues, striped and mixtures in Cheviots, Cassimeres and Worsted; sizes from 28 to 44, at \$2.00



Men's Suits of worsted and Cheviots, neat patterns, attractive, youthful and conservative models, regular and stout sizes, at \$15, \$18, \$20 and \$22.50

Special Lots of Blue Serge Suits, smartly tailored, all-wool fabrics, a full range of sizes, special, at \$12.50 and \$15.00

Men's Khaki Trousers, neatly made with cuff bottom, at \$1.25 and \$3.50

Basement

Boys' Norfolk Suits



Boys' Norfolk Suits with two pair of knickerbockers, made of good quality Cheviot and Cassimere; in a variety of browns, grays and fancy mixtures; sizes 6 to 17 years; special at \$6.50 and \$7.50

Boys' Blouses in plain and fancy striped designs, collar attached; special, 75c

Boys' Shirts of extra fine quality madras and percale, in fast colors in newest striped effects; at 65c

Special Boys' Wash Suits 65c, 85c and \$1.00

Boys' Wash Suits, coat plain or with plaits, with belt and short trousers. These are in solid whites or combination of colors; ages 2 1/2 to 8 years; special, at 65c, 85c, \$1.00

Boys' Wash Pants at 98c

Boys' Wash Pants in a variety of colors of good washable materials; all sizes, 6 to 17 years; at 98c

Basement

Men's Furnishings

Men's Balbriggan Underwear in ecru, colors; short sleeve shirts, ankle length drawers; all sizes, at 50c

Men's Ribbed Closed Crotch Union Suits, long or short sleeves, in ecru or white; sizes 34 to 46, at 69c

One Big Lot of Men's Athletic Nainsook Union Suits, in all sizes, at 59c and 69c

Men's Light and Heavy Weight Work Shirts in Chambrays and Cheviots, in plain blue, gray, light tan and fancy mixtures; at 75c

Men's Elastic Web Suspenders, 35c

65 Dozen Men's Sport Shirts in plain and neat patterns; in all sizes, at 75c

Basement

